

**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

**Perkins Nichols Media**  
**6330 East Seventy Fifth Street**  
**Suite 144**  
**Indianapolis, IN 46250**  
**USA**

<u>Contract / Revision</u> 195420 /		<u>Alt Order #</u>
<u>Product</u> <b>General Election</b>		
<u>Contract Dates</u> <b>08/06/12 - 09/02/12</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>POL/Senate Majority Campaign Committee</b>		<u>Original Date / Revision</u> 07/31/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 225.60
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN348		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	08/06/12	09/02/12	CBS This Morning @8	8-9a		:30				NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$150.00	2.30			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$150.00	2.30			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$150.00	2.30			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$150.00	2.30			
N 2	WISH	08/06/12	08/19/12	Noon News	1158a-1230p		:30				NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$400.00	6.00			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$400.00	6.00			
N 3	WISH	08/20/12	08/31/12	News 8 @5p	5-530p		:30				NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$400.00	6.00			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$400.00	6.00			
N 4	WISH	08/06/12	09/02/12	News 8 @ 530p	530-6p		:30				NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$600.00	5.30			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$600.00	5.30			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$600.00	5.30			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$600.00	5.30			
N 5	WISH	08/06/12	09/02/12	News 8 @6	558-630p		:30				NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$600.00	5.20			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$600.00	5.20			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$600.00	5.20			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$600.00	5.20			
<b>Totals</b>										225.60		48	\$21,000.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	36	\$15,750.00	\$13,387.50
08/27/12 - 08/31/12	12	\$5,250.00	\$4,462.50
<b>Totals</b>	48	\$21,000.00	\$17,850.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
195420 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/06/12 - 09/02/12	General Election	

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>POL/Senate Majority Carr</b>	07/31/12 / 08/02/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# Buy Detail Report

Date: 7/30/201

Client: Republican Senate Majority Camp

Media: TV

Flight Start Date: 8/6/2012

Flight End Date: 9/2/2012

Product: General Election

Buyer: Bill Perkins

Primary Demo: Adults 50+

Affiliation: CBS

Bill To: INDIANAPOLIS

6330 e 75TH St ste 144

Indianapolis, IN 46250

Phone: 317 585 0000

Fax: 317 585 0010

Daypart	COST	Wks	Mon	Mon	Mon	Mon	Total Spots	Adults 50+	Adults 35+	Men 25-54
Dur	8/6	8/13	8/20	8/27						

## Indianapolis May12 DMA Nielsen Live+3 WISH-TV

M-F 8a-9a	\$150.00	30	3	3	3	3	12	2.3	1.7	0.3
CBS THIS MORN-2	\$400.00	30	3	3	3	3	12	\$65.22	\$88.24	\$500.00
M-F 12n-12:30p	\$600.00	30	3	3	3	3	12	6.0	4.2	1.1
NWS 8 AT NOON	\$600.00	30	3	3	3	3	12	\$66.67	\$95.24	\$363.64
M-F 5:30p-6p	\$600.00	30	3	3	3	3	12	5.3	3.6	1.5
NEWS 8 AT 5.30	\$600.00	30	3	3	3	3	12	\$113.21	\$166.67	\$400.00
M-F 6p-6:30p								5.2	3.6	1.1
NEWS 8 AT 6.00								\$115.38	\$166.67	\$545.45

Total Spots: 12 12 12 12 12  
Total GRP/GIMP(000): 56.4 56.4 56.4 56.4

Total Cost:	\$21,000.00	Total CPP/CPM:	\$93.09	\$133.59	\$437.50
AUG 12	\$15,750.00				
SEP 12	\$5,250.00				

David Copple

me 5:53op 8/20, 8/27  
\$400 3x per wk

REVISION FOR  
COMMITTEE NAME CHANGE

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

WLSH-TV Indianapolis, IN

8/2/12

I, BILL PERKINS

being/on behalf of:

SCOTT SCHNEIDER

a legally

qualified candidate of the

REPUBLICAN

political

party for the office of:

STATE SENATOR

in the

GENERAL

election to be held on:

NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
1:30	8-630p	M-F	—	12x/wk	4wks

Total Charges:

\$77,500.00 NET

WISH-TV Indianapolis  
Scott Schneider  
8/6-9/2/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

SENATE MAJORITY CAMPAIGN COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

TOM WYSS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/3/12

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

# Order #195420: Perkins Ni../POL/Senate../General El../



Spot	St	Channel(s)	Spot Status	Air Date	Day	Time	Air Time	Ad-ID	Internal Rate
[1]	WISH		Placed	08/06/12	M	558-630p	6:29 PM		\$600.00
[1]	WISH		Placed	08/06/12	M	8-9a	8:24 AM		\$150.00
[1]	WISH		Placed	08/07/12	Tu	558-630p	6:29 PM		\$600.00
[1]	WISH		Placed	08/07/12	Tu	558-630p	6:13 PM		\$600.00
[1]	WISH		Placed	08/08/12	W	1158a-1230p	12:04 PM		\$400.00
[1]	WISH		Placed	08/08/12	W	8-9a	8:58 AM		\$150.00
[1]	WISH		Placed	08/09/12	Th	530-6p	5:35 PM		\$600.00
[1]	WISH		Placed	08/09/12	Th	1158a-1230p	12:23 PM		\$400.00
[1]	WISH		Placed	08/09/12	Th	530-6p	5:53 PM		\$600.00
[1]	WISH		Placed	08/10/12	F	8-9a	8:46 AM		\$150.00
[1]	WISH		Placed	08/10/12	F	530-6p	5:52 PM		\$600.00
[1]	WISH		Placed	08/10/12	F	1158a-1230p	12:10 PM		\$400.00
[1]	WISH		Placed	08/13/12	M	530-6p	5:40 PM		\$600.00
[1]	WISH		Placed	08/14/12	Tu	558-630p	6:06 PM		\$600.00
[1]	WISH		Placed	08/14/12	Tu	1158a-1230p	12:24 PM		\$400.00
[1]	WISH		Placed	08/14/12	Tu	8-9a	8:18 AM		\$150.00
[1]	WISH		Placed	08/15/12	W	1158a-1230p	12:23 PM		\$400.00
[1]	WISH		Placed	08/15/12	W	530-6p	5:52 PM		\$600.00
[1]	WISH		Placed	08/15/12	W	8-9a	8:38 AM		\$150.00
[1]	WISH		Placed	08/16/12	Th	1158a-1230p	12:11 PM		\$400.00
[1]	WISH		Placed	08/16/12	Th	8-9a	8:55 AM		\$150.00
[1]	WISH		Placed	08/16/12	Th	558-630p	6:29 PM		\$600.00
[1]	WISH		Placed	08/16/12	Th	530-6p	5:28 PM		\$600.00
[1]	WISH		Placed	08/17/12	F	558-630p	6:13 PM		\$600.00
[1]	WISH		Placed	08/20/12	M	5-530p	5:18 PM		\$400.00
[1]	WISH		Placed	08/20/12	M	558-630p	6:29 PM		\$600.00
[1]	WISH		Placed	08/21/12	Tu	5-530p	5:08 PM		\$400.00
[1]	WISH		Placed	08/21/12	Tu	8-9a	8:11 AM		\$150.00
[1]	WISH		Placed	08/21/12	Tu	530-6p	5:53 PM		\$600.00
[1]	WISH		Placed	08/22/12	W	558-630p	6:12 PM		\$600.00
[1]	WISH		Placed	08/22/12	W	5-530p	5:08 PM		\$400.00
[1]	WISH		Placed	08/22/12	W	530-6p	5:53 PM		\$600.00
[1]	WISH		Placed	08/23/12	Th	8-9a	8:18 AM		\$150.00
[1]	WISH		Placed	08/23/12	Th	530-6p	5:53 PM		\$600.00
[1]	WISH		Placed	08/24/12	F	558-630p	6:21 PM		\$600.00
[1]	WISH		Placed	08/24/12	F	8-9a	8:58 AM		\$150.00
[1]	WISH		Placed	08/27/12	M	8-9a	8:58 AM		\$150.00
[1]	WISH		Placed	08/27/12	M	530-6p	5:34 PM		\$600.00
[1]	WISH		Placed	08/27/12	M	5-530p	5:18 PM		\$400.00
[1]	WISH		Placed	08/28/12	Tu	558-630p	6:06 PM		\$600.00
[1]	WISH		Placed	08/29/12	W	530-6p	5:40 PM		\$600.00
[1]	WISH		Placed	08/29/12	W	8-9a	8:26 AM		\$150.00
[1]	WISH		Placed	08/29/12	W	558-630p	6:29 PM		\$600.00
[1]	WISH		Placed	08/30/12	Th	8-9a	8:28 AM		\$150.00
[1]	WISH		Placed	08/30/12	Th	558-630p	6:13 PM		\$600.00
[1]	WISH		Placed	08/30/12	Th	5-530p	5:27 PM		\$400.00
[1]	WISH		Placed	08/31/12	F	5-530p	5:18 PM		\$400.00
[1]	WISH		Placed	08/31/12	F	530-6p	5:52 PM		\$600.00
									\$21,000.00

[Sorted by: Air Date]